

**ABSTRACT OF THE DISCLOSURE**

- 5 A method is provided of setting the voice personality of a voice service site. A user  
browsing a voice web visits a voice site where the voice output of the site is presented  
using a set of voice personality characterisers with which the user is particularly  
comfortable. The user, in subsequently transferring to another voice service site, opts to  
have the voice personality that was embodied in the set of voice personality characterisers  
10 used by the site being left, transfer with the user to the new site. This transfer will typically  
be subject to permissions set by both the site being left and the site about to be visited.